

Partnership Specialist Update

Volume 1, Issue 2
July 1998

Welcome to the Partnership Specialist Update — a bulletin for and about the Census Bureau's partnership specialists. This bulletin is designed to keep you informed and provide regular updates on activities on the road to Census 2000, courtesy of the Partnership Branch of the Census 2000 Publicity Office (C2PO) and the Partnership and Data Services Program Branch (PDSP) of Field Division. We want this to be your newsletter, so if you have any questions or comments about what you would like to see in this newsletter, please contact Vicki Glasier at 301-457-2989 (vglasier@census.gov) or Gina Manley at 301-457-3139 (Georgina.C.Manley@census.gov).

Promotional Items and Giveaways

RCCs should have received the following items by now:

- Census 2000 pencils
- Census 2000 yellow bags
- Census 2000 balloons

Promotional Items on Their Way...

We have just ordered mugs (approximately 700 per region) to be given as "thank yous" to special partners that have agreed to help with Census 2000. The mugs will be black with white imprints on both sides that read:

**United States
Census 2000
Ambassador**

Other promotional items to be ordered soon include:

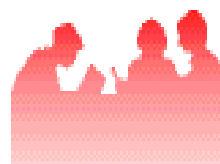
- | | |
|------------------|------------|
| • plastic bags | • stickers |
| • plastic rulers | • pencils |
| • book marks | • banners |
| • buttons | • mugs |
| • balloons | • t-shirts |

Certificate of Partnership

C2PO is designing a certificate that you can give to census partners. You can individualize each certificate by typing in the name of the government or organization that is partnering with the Census Bureau. We are in the process of ordering certificate paper for each region to use when printing these certificates and hope to have it to you later this summer.

Drop-In News Articles

C2PO is preparing "drop-in" news articles for you to use in your work. We have already distributed the first article, **Help 'Put Your Town on the Map,'** on the first wave of address listing. This article was sent to partnership coordinators and media specialists in June. If you would like a copy, please contact your partnership coordinator or Vicki Glasier in C2PO on 301-457-2989.



Partnerships: A Team Effort

A number of divisions at headquarters are involved in the planning, coordinating and implementation of the partnership activities. We know over the next two years you will be seeing and hearing the acronyms for many of these offices, and we thought you might like to know what they are and what they stand for.

CAO	Congressional Affairs Office
CLO	Customer Liaison Office
C2PO	Census 2000 Publicity Office
FLD	Field Division
DIR	Office of the Director
DMD	Decennial Management Division
MSO	Marketing Services Office
PIO	Public Information Office
POP	Population Division

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Coordinator Profile

L. Diane Bennett — Charlotte

L. Diane Bennett joined the Charlotte region in 1987 as a census community awareness specialist and was later selected as team leader. She returned to the Census Bureau in September 1997 as a partnership coordinator.

Bennett holds a bachelor of arts degree from the University of North Carolina at Charlotte, with triple majors in English, psychology and African American studies. She also holds a masters of regional planning degree from the University of North Carolina at Chapel Hill.

She currently supervises a team of 11 dedicated partnership specialists. They cover partnership activities in the states of Kentucky, North Carolina, South Carolina, Tennessee and Virginia.

Bennett told us she became a partnership coordinator because she enjoys the challenge and strategic nature of the job. She also enjoys the "chaos" and says there's never a shortage of tasks, challenges or "issues" to overcome or resolve.

Coming Next Month: A profile on Tim Olson of the Seattle region

Did You Know? — You may be able to use the following tidbit of information as you are out giving speeches and recruiting Census partners:

- In FY96, Census Bureau population data were used in whole or in part to determine the eligibility or distribution to state and local governments of more than \$182 billion in federal program funds.
- In addition to the decennial census, the Census Bureau conducts more than 100 surveys annually and 20 censuses a decade.



We Want to Hear From You!

We know that you are involved in exciting and innovative

activities in your regions. Help make Census 2000 a success by sharing your ideas and examples of your work. We want to know what you are doing!

- ✓ Are you using unique approaches or strategies to secure partnerships?
- ✓ Do you have materials that might help other specialists such as brochures, flyers or translated materials?
- ✓ Any unique Complete Count Committee ideas?
- ✓ What works? What doesn't work?

Training

Stage II Training: Building Partnerships: Preparation and Implementation was held June 22-26 in Washington, D.C. Sixty-six new community, government and media specialists from all 12 regions attended.

The training gave these new specialists a chance to meet and network with other specialists, as well as learn more about the various Census 2000 programs and operations.

Stage III Training

July 27-31 in Atlanta — for Atlanta, Charlotte and Dallas
August 10-14 in Kansas City — for Kansas City, Los Angeles, Denver, Philadelphia and New York
August 24-28 in Detroit — for Detroit, Chicago, Boston and Seattle



PIO has been commissioned to produce a series of videos for your use with partners.

New in July:

- ✍ **Census 2000 B-Roll Assembly (10 minutes)** — This video includes broadcast-shot reels, with the emphasis on the coverage of our efforts to recruit people for address-listing jobs. Each RCC will receive copies in BetaCam and VHS formats so partnership specialists can preview the reel and direct reporters to appropriate shots.

- ✍ **Data Capture System 2000: Maintaining the Edge (6 and 1/2 minutes)** — Describes the Census Bureau's newest cutting edge technology. These new data capture systems will operate in Jeffersonville and new Census 2000 Data Capture Centers in Baltimore County, Md., Phoenix, Ariz. and Pomona, Calif. Viewing copies will arrive in the RCCs in mid-July.

We Listen

You asked that we make the Census in Schools materials available earlier. Kim Crews, Chief of the Promotions Branch in C2PO, has juggled schedules and requirements and is aiming for a January 1999 release.